



# New Jersey's 2003 Change-a-Light, Change-the-World Campaign

Prepared for the  
2004 National ENERGY STAR Lighting Partner Meeting  
April 26-28, 2004  
Austin, Texas



# NJ CAL Background

- September 2001 - ENERGY STAR Product's Program launched;
  - Limited CAL activity; focused on Torchiere turn in and limited buy down events with 3 major big box retailers;
- October 2002 – CAL Retailer/Manufacturer Solicitation;
  - Industry proposed offerings, retailer-manufacturer driven, 16 proposals selected, 1.2 M in funding, limited products (CFL's & Fixtures);
- September 2003 – CAL Retailer Manufacturer Solicitation;
  - Prescribed product segments (CFL's Hard wired & Portable Indoor/Outdoor Fixtures, & Ceiling Fans), Co Op and Product Buy Down funding.



# 2003 CAL Program Design

- Liked manageability of Manufacturer/Retailer Solicitation;
- Requirement for firm commitments between Manufacturers and Retailers;
- Looked to neighboring REPS's offerings to build consistency;
- Interview of market actors supported;
  - Leveraging manufacturers resources to support buy down approach;
  - Prescribed and consistent incentive price points;
  - Ability to use Co-Op marketing funding;
  - Reach all market segments (big box, grocery, pharmacy, etc.)



# Marketing & PR Campaign

- Utilized EPA Templates and Building Blocks to create NJ specific in-store POP Materials;
- Program received additional advertising through manufacturer and retailer co-op advertising;
  - Full and half page ads in major NJ newspapers by various partners – over 1,000,000 placements;
  - Direct mail, 4-color, 4 page circulars mailed to NJ residents featuring only ENERGY STAR lighting products;
  - New Jersey CAL messaging in retailer circulars of various storefronts, including ethnic grocery stores electrical supply houses, and lighting showrooms.



# Marketing & PR Campaign

- Joined the National CAL PR Campaign;
  - Supported the use of Steve Thomas as spokesperson;
  - Recorded a customized Radio News Release with Governor McGreevey and Steve Thomas;
  - RNR was picked up by several NJ local stations.
- Program received mention in New Jersey newspaper articles about energy efficiency;
- njcleanenergy.com updated with CAL web banner, retailer search feature, and program goal “thermometer”;
- Press Release sponsored by the NJ Board of Public Utilities.



# Marketing & PR Campaign



ENERGY STAR

## MAKE YOUR NEXT LIGHT AN ENERGY STAR®

### WHAT IS ENERGY STAR?

ENERGY STAR gives you energy-efficient choices on light fixtures, lamps, and bulbs that prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the US Environmental Protection Agency (EPA) and the US Department of Energy (DOE). The ENERGY STAR program is an active partnership between consumers, manufacturers, retailers and other industry partners united by a common goal: to help protect our environment for future generations by changing to more energy-efficient practices today. In addition to lighting, more than 35 product categories feature the ENERGY STAR and the list of products continues to grow.

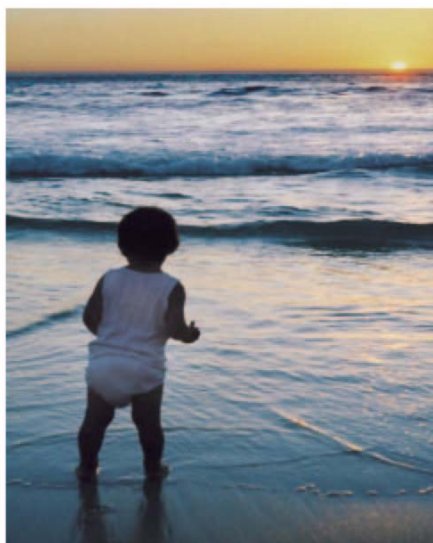
**Special promotion made possible by  
Governor James E. McGreevey  
and the New Jersey Board of Public Utilities**

**President Jeanne M. Fox  
Commissioner Frederick F. Butler  
Commissioner Carol J. Murphy  
Commissioner Connie O. Hughes  
Commissioner Jack Alter**

[www.bpu.state.nj.us](http://www.bpu.state.nj.us)  
[www.njcleanenergy.com](http://www.njcleanenergy.com)



CHANGE A LIGHT, CHANGE THE WORLD WITH  
**ENERGY STAR®**  
FOR FUTURE GENERATIONS.



Special promotion made possible by  
Governor James E. McGreevey  
and the New Jersey Board of Public Utilities  
now until December 31, 2001



**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**



Change a Light, Change the World with  
**ENERGY STAR®** for future generations.

Changing the world starts with simple actions, like changing a light. The New Jersey Clean Energy Program and Governor James E. McGreevey are supporting retailers in your community to help you save energy and money and reduce the impact of recent electric utility rate increases. Thanks to this statewide initiative, you'll benefit from discounted pricing on select ENERGY STAR compact fluorescent bulbs and lighting fixtures from September 1st through the end of the year. Look for the New Jersey Clean Energy Program logo on ENERGY STAR lighting products to help protect the environment and lower your energy bills. Join the national "Change a Light, Change the World" campaign!



**FACT:** If just one room in every home in the U.S. used ENERGY STAR qualified lighting, the change would keep one trillion pounds of greenhouse gases out of our air.  
[www.energystar.gov](http://www.energystar.gov)



**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**

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# Marketing & PR Campaign



**Cambie una Luz Cambie el Mundo con ENERGY STAR® para las futuras generaciones.**

Para a paso podemos e cambiando el mundo con algo tan simple como cambiando una luz. El programa New Jersey Clean Energy Program y el gobernador James E. McGreevey apoyan las iniciativas en su comunidad para ayudar a ahorrar energía y dinero, y a reducir el impacto de los recursos naturales en el costo de la electricidad. Gracias a este programa estatal, usted podrá beneficiarse de descuentos en algunos bienes fluorescentes y otros productos para ahorrar que valdrán como ENERGY STAR, desde Septiembre 1 hasta final del año. Siempre productos de iluminación con la marca ENERGY STAR y visos de New Jersey Clean Energy Program para obtener descuentos especiales.

Promoción especial auspiciada por el Gobernador James E. McGreevey y la Junta de Utilidades Públicas de Nueva Jersey.  
www.bpu.state.nj.us www.njcleanenergy.com

## 2003 Cambie una Luz, Cambie el Mundo Los negocios que participaron\* en Nueva Jersey

### TIENDAS POR DEPARTAMENTO

Bobby's Department Store, Elizabeth  
Kennedy Department Store, Jersey City  
Luxury Linens  
Wal-Mart

### TIENDAS DE DESCUENTOS

Big Lots  
Dollar Tree  
National Wholesale Liquidators

### FARMACIAS

Eckerd  
Rite Aid  
Walgreens

### SUPERMERCADOS

Asian Food Stores  
Hong Kong Supermarket, S. Plainfield y E. Brunswick  
Kam Man Stores, Edison y East Hanover  
Soul Shik Poom  
Wearit  
Shop Rite

### TIENDAS DE CONSTRUCCIÓN Y REMEDIACIÓN PARA EL HOGAR

Ace Hardware Stores, (algunas tiendas)  
Home Depot  
Lowe's  
Sipersteins  
B4 Lumber

\*La fecha de las promociones varían - consulte con el negocio local.

### TIENDAS DE LÁMPARAS

Capital Lighting Showroom  
Domb Lighting, Morristown  
Gallo Lighting Showroom, Fairfield  
Good Friend Electric  
Hesco Lighting, Clinton  
Krell Lighting, Park Ridge  
Lakewood Showroom, Lakewood

### TIENDAS DE BOMBILLOS


Alvan Electric, Hawthorne  
Fairview Electrical, Fairview  
Griffith Electrical Supply, Trenton  
Ironbound Electric, Dover  
Jewel Electric, Jersey City  
OK Electric Supply, Perth Amboy

### CLUBES DE VENTAS AL POR MAYOR

BJ's  
Costco  
Sam's Club



Excluso los productos con una sola para obtener descuentos especiales





**CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR**


**BEAUTIFY THE ENVIRONMENT  
INSIDE & OUTSIDE  
YOUR HOME**

Special promotion made possible by  
Governor James E. McGreevey and the  
New Jersey Board of Public Utilities

www.bpu.state.nj.us  
www.njcleanenergy.com



**Price Discounted**  
courtesy of



**New Jersey  
Clean Energy  
PROGRAM™**

**Brought to you by  
Governor James E. McGreevey and the  
New Jersey Board of Public Utilities (NJBPUI)  
www.bpu.state.nj.us**



# Solicitation's Response

- Overwhelming Response!
  - Received 49 Proposals by August 1<sup>st</sup>;
  - Total Funds Requested - \$7.6 Million (only \$4M available!);
  - Proposed Products - 2.2 Million CFL's and 127,000 Fixtures;
  - Proposals represented 15 manufacturers and over 20 different retailers with 871 New Jersey storefronts!





# Selection Process

- Development of a Criteria Rating Form to grade proposals on:
  - **# of retail locations, consumer awareness factor**, new or increased shelf presence, furnishing of sales data, diversity (under represented retailer), **long lasting impact**, partner's committed resources, **reasonableness**;
- Tried to give everyone something! Were willing to revisit funding based upon actual results.



# Approved Projects

- 47 Projects Approved by August 8<sup>th</sup>;
- \$3.9 Million in Allocated Funds;
- \$380,000 in Allocated Co-op Funds;
- 1.2 Million CFL's and 70,000 Fixtures Proposed;
- 80% of projects scheduled to begin in September.



# Program Results/Highlights

- Nearly 1.5 million ENERGY STAR Lighting Products distributed!
  - 1,305,829 Standard CFL's;
  - 153,402 Specialty CFL's;
  - 1,704 Dimmable CFL's;
  - 18,533 Indoor Hardwired Fixtures;
  - 8,528 Indoor Portable Fixtures;
  - 8,343 Outdoor Hardwired Fixtures;
- 76,320,920 kWh Saved!
- Major NJ grocery chain (112 stores) to continue stocking ENERGY STAR CFL's and participate in any future NJ promotions;
- ENERGY STAR Fixture displays set up in lighting showrooms;
- Program provided discounted Specialty and Dimmable CFL's;
- Multiple market segments served;
- Early requests for 2004 Participation!



# Lessons Learned

## Lessons

- Customer frustration caused by lack of product availability due to delivery delays, retailer display, or quick sell-out;
- Price points at certain retailers were higher than indicated by the proposal;
- Program in-store materials, although displayed during quality assurance visit, would not be retained once product was sold out;
- Some scheduled PR events never materialized.

## Future Considerations

- Regular updates from manufacturers as to exactly when product will be in the stores;
- Better communication from retail corporate offices to store locations on promotion information;
- Understand how the products will be merchandised in the retail location to achieve better program recognition;
- Undertake PR campaign specific for NJ, create a better ratio of local vs. national coordination.



# And In Conclusion...

- The National Change-a-Light Campaign provides NJ a specific time and platform to call out and promote ENERGY STAR Lighting products;
- The National Change-a-Light Campaign provides the catalyst whereby SBC funded programs can leverage industry resources, modify consumer buying habits, change store stocking practices and create the incentive for manufactures to offer more efficient products;
- The National Change-a-Light Campaign is an essential component in making New Jersey residents next light an ENERGY STAR!